



# City of NORFOLK

C: Dir., Department of City Planning

To the Honorable Council  
City of Norfolk, Virginia

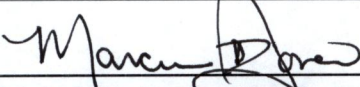
February 24, 2015

From: George M. Homewood, AICP, CFM, Planning Director

Subject: **Text Amendment to the Watermark Planned Development District – Collins Recap V**

Reviewed:   
Ronald H. Williams, Jr., Deputy City  
Manager

Ward/Superward: 1/6

Approved:   
Marcus D. Jones, City Manager

Item Number: **PH-2**

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.
- III. **Request:** Text amendment to the City's *Zoning Ordinance* section 27-30, "Watermark Planned Development District" (PD-R WM) in order to revise development standards for the district.
- IV. **Applicant:** Rick Anderson
- V. **Description**
  - This agenda item amends section 27-30, "Watermark Planned Development District" (PD-R WM) of the *Zoning Ordinance*, modifying development standards and site layout by adding townhouses as a permitted use and decreasing the total number of residential units from 385 to 330.

Staff point of contact: Ashton Jones at 664-7470, [ashton.jones@norfolk.gov](mailto:ashton.jones@norfolk.gov)

**Attachments:**

- Staff Report to CPC dated January 22, 2015 with attachments
- Proponents and Opponents
- Ordinance



# City of NORFOLK

To the City Planning Commission  
City of Norfolk, Virginia

January 22, 2015

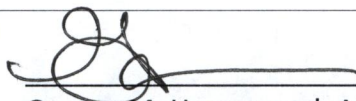
From: Ashton Jones, AICP *AS*  
Planner II

**Subject:** Text amendment to the  
City's *Zoning Ordinance* section 27-  
30, "Watermark Planned  
Development District" (PD-R WM) in  
order to revise development  
standards for the district - **Collins  
Recap V**

Reviewed: *rf* Leonard M. Newcomb, III, CFM *297*  
Land Use Services Manager

**Ward/Superward: 1/6**

Approved:

  
George M. Homewood, AICP, CFM  
Planning Director

**Item Number:**

**2**

**I. Recommendation**

Staff recommends approval, as the amended district will reduce the total number of units permitted within the district and allow townhomes, instead of apartments, to be constructed on the rear portion of the property.

**II. Applicant:** Rick Anderson

**III. Description**

- This agenda item amends section 27-30, "Watermark Planned Development District" (PD-R WM), modifying development standards and the site layout adding townhouses as a permitted use and decreasing the total number of residential units to 330.
- The current Watermark Planned Development District allows for a total of 385 multifamily units.

**IV. Analysis**

The Watermark PD-R district is proposed on land currently housing the 1940's "Riverside Terrace" apartment complex located along the west side of Newport Avenue along the Lafayette River, just north of the Talbot hall neighborhood and is surrounded by a mix of multi-family, institutional and some single-family uses.

Plan Analysis

- *plaNorfolk2030* designates this site as being located within the Suburban Character District.

- As such a density reduction as proposed is appropriate.
- Additionally, *plaNorfolk2030* designates this site as multifamily
- The Identifying Land Use Strategies chapter of *plaNorfolk2030* identifies the multifamily land use category as a location for townhome, apartment, or condominium complexes with designated parking areas and common open space and located in close proximity to employment centers, mass transit, or other lifestyle amenities.
  - It also calls for ensuring that new multifamily housing is designed so that buildings are consistent with surrounding development, that open space and parking facilities are appropriately sized and located, and that adequate landscaping, buffers, and pedestrian access points are provided.
- In order to be fully consistent with *plaNorfolk2030*, the proposed text amendment must ensure that any new multifamily housing constructed on this site provides the design elements and amenities called for in *plaNorfolk2030*.

#### Zoning Analysis

- This nearly 21 acre site is bounded on the south by Granby Elementary School, to the west and north by Crab Creek and to the east by Newport Avenue.
- While initially approved in 2008, due to the downturn in the real estate market, the project has experienced construction delays.
  - The first phase of this project, a 12 unit condominium building, was built along Newport Avenue in 2009.
  - This current amendment request would modify the other phases of development to address current market conditions.
- The development proposed in the current application will be constructed in two phases:
  - Phase 2 will consist of 4 apartment buildings located towards the front of the property along Newport Avenue.
  - Phase 3 will consist of approximately 60 townhouses and 2 multifamily buildings.
- The reduction in the number of units allowed to be constructed on site while providing future home ownership opportunities appears to be more compatible with the adjacent neighborhood than the currently approved plan of development.

#### Transportation Analysis

- Institute of Transportation Engineers figures estimate that the redevelopment of this site resulting in the net addition of 98 apartment units above the number previously developed on the site will generate 646 additional vehicle trips per day
  - This is below the trips that would be anticipated under the current development authorized on the property.
- Newport Avenue adjacent to the site is not identified as a severely congested corridor in the current Hampton Roads Congestion Management analysis.

#### **V. Financial Impact**

- The replacement of the existing apartment complex with new construction should add value to real estate assessments increasing the city's real estate tax revenue.

- Additionally, the new construction has the potential to increase the property value of adjacent and nearby parcels.

**VI. Environmental**

- All future development will be required to receive site plan approval and will need to meet all requirements relating to stormwater and the Chesapeake Bay Preservation Act.
  - Should any site modifications be required through the site plan review process, this project may be required to come again before Planning Commission.
  - Approval of this plan does not vest the site regarding layout, parking or any city development standards applicable at the time that site plans approval is requested.

**VII. Community Outreach/Notification**

- Legal notice was posted on the property on October 7, 2014.
- Letters were sent to the Wards Corner and Talbot Park Civic Leagues on January 2.
- Letters were mailed to all property owners within 300 feet of the property on January 9.
- Legal notification was placed in *The Virginian-Pilot* on January 8 and January 15.

**VIII. Coordination/Outreach**

This request has been coordinated with the Department of City Planning and the City Attorney's Office.

**Supporting Material from the Department of City Planning**

- Proposed Text
- Location Map
- Zoning Map
- Request for Text Amendment
- Letter to the Talbot Park Civic League
- Letter to the Wards Corner Civic League
- Letter of Support from Talbot Park and Wards Corner Civic Leagues

## **Proponents and Opponents**

### **Proponents**

Mel Price – Representative  
208 E. Plume Street  
Norfolk, VA 23510

### **Opponents**

01/16/2015 tsv

Form and Correctness Approved: 

By   
Office of the City Attorney

Contents Approved: 

By   
DEPT.

NORFOLK, VIRGINIA

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## ORDINANCE No.

AN ORDINANCE TO AMEND SECTION 27-30 OF THE ZONING ORDINANCE OF THE CITY OF NORFOLK, 1992, SO AS TO REVISE THE PLAN OF DEVELOPMENT FOR THE WATERMARK RESIDENTIAL PLANNED DEVELOPMENT DISTRICT (PD-R WM).

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That Section 27-30 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), entitled "Watermark Residential Planned Development District (PD-R WM)", is hereby amended and reordained in order to revise the plan of development for the district. The text of the section, including all subsections and the included table, shall read as set forth in "Exhibit A," attached hereto.

Section 2:- The Council hereby finds that this zoning amendment is required by public necessity, convenience, general welfare, or good zoning practice.

Section 3:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENT:  
Exhibit A (4 pages)

## EXHIBIT A

### 27-30 Watermark Residential Planned Development District (PD-R WM)

- 27-30.1 *Purpose statement.* The Watermark Planned Development District is intended to permit the construction of 330 residential dwelling units and associated supporting uses, including onsite amenities and resident services. The district consists of approximately 21 acres of land including wetlands.
- 27-30.2 *Land uses.* Land uses permitted in the district shall be permitted by right or by special exception as specified in Table 27-30-A — Table of Land Uses and shall be restricted to the uses listed therein. Accessory uses shall be as permitted in chapter 13.
- 27-30.3 *Development standards.*
- (a) *Maximum density.* Not more than 330 total dwelling units shall be constructed within the district.
  - (b) *Location of buildings.* The general site layout of the buildings shall be substantially consistent with the exhibit titled “The Watermark - Conceptual Site Plan” dated January 2, 2015, prepared by Clark-Nexsen, and placed on file with the Department of Planning (“the Plan”), subject to such reasonable modifications as may be required by the city for final site development or site plan approval.
  - (c) *Maximum building height.* The maximum height of buildings shall be limited in accordance with distinctive areas within the district as follows:
    - (1) A maximum height of 49 feet for the multifamily buildings identified as Buildings 1, 2, 3, and 4 in the area of the district corresponding to the portion labeled “Phase 1 – Watermark Apartments” on the Plan (the “Phase I Multifamily Buildings”).
    - (2) A maximum height of 37 feet for the townhouse buildings identified as Buildings 1 through 12 in the area of the district corresponding to the portion labeled “Westport Commons & Townhomes – Phase I” and “Westport Commons & Townhouses – Phase II” on the Plan (the “Townhouse Buildings”).



- (3) A maximum height of 49 feet for the multifamily buildings identified as Buildings 14 and 15 in the area of the district corresponding to the portion labeled “Westport Commons & Townhouses – Phase II” on the Plan (the “Phase II Multifamily Buildings”).
- (d) *Yard requirements.* The following yards shall be required for each of the following locations:
  - (1) *Along Newport Avenue:* Ten (10) feet.
  - (2) *Corner side yards:* Ten (10) feet.
  - (3) *Side yards of Townhouse end units:* Five (5) feet.
  - (4) *All rear yards:* Ten (10) feet.
- (e) *Design of buildings.*
  - (1) *Residential buildings.* The exterior elevations and materials for each building constructed in the district must be reviewed and approved in accordance with the city’s design review process prior to issuance of any building permit.
  - (2) *Amenities.* The layout, design, exterior elevations, and materials of buildings and structures related to recreational amenities must be reviewed and approved in accordance with the city’s design review process in order to determine that each is consistent with the location and massing depicted in the Plan and complementary of the designs approved for the related residential buildings.
- (f) *Amenity types required.*
  - (1) *Phase I Multifamily Buildings.* A swimming pool adjacent to Building 4, a clubhouse and fitness room in or adjacent to Building 4, and a cabana or gazebo adjacent to the pool shall be constructed as amenities to the Phase I Multifamily Buildings.
  - (2) *Phase II Multifamily Buildings and Townhouse Buildings.* A swimming pool located west of Building 15, a clubhouse located north of Building 15 (including a fitness center, meeting rooms, catering kitchen, and game room), a pier with



canoe or kayak dock and storage rack located in the western portion of the district, an outdoor kitchen (including grills, bar, and fire pit) along the water in the western portion of the district, and an activity lawn in the western portion of the district shall be constructed as amenities to the Phase II Multifamily Buildings and Townhouse Buildings.

(g) *Phased construction of amenities.*

- (1) *Phase I Multifamily Buildings.* The construction of the amenities to the Phase I Multifamily Buildings shall be substantially complete prior to the issuance of a certificate of occupancy for any of the residential buildings related thereto.
- (2) *Phase II Multifamily Buildings and Townhouse Buildings.* The construction of the amenities to the Phase II Multifamily Buildings and the Townhouse Buildings shall be substantially completed prior to the issuance of a certificate of occupancy for any residential buildings related thereto other than the first two townhouse buildings.

(h) *Open space:* Not less than 25 percent of the total net lot area of parcels located within the district shall be open space.

27-30.4 *Parking requirements.* Not less than 1.66 parking spaces shall be provided within the district for each dwelling unit, including all tandem configurations. On-street parking spaces along Newport Avenue shall not satisfy any portion of this parking requirement.

27-30.5 *Signs.* Signs in the district shall conform to regulations set forth in chapter 16, and this district shall be treated as a residential district for application of regulations therein.

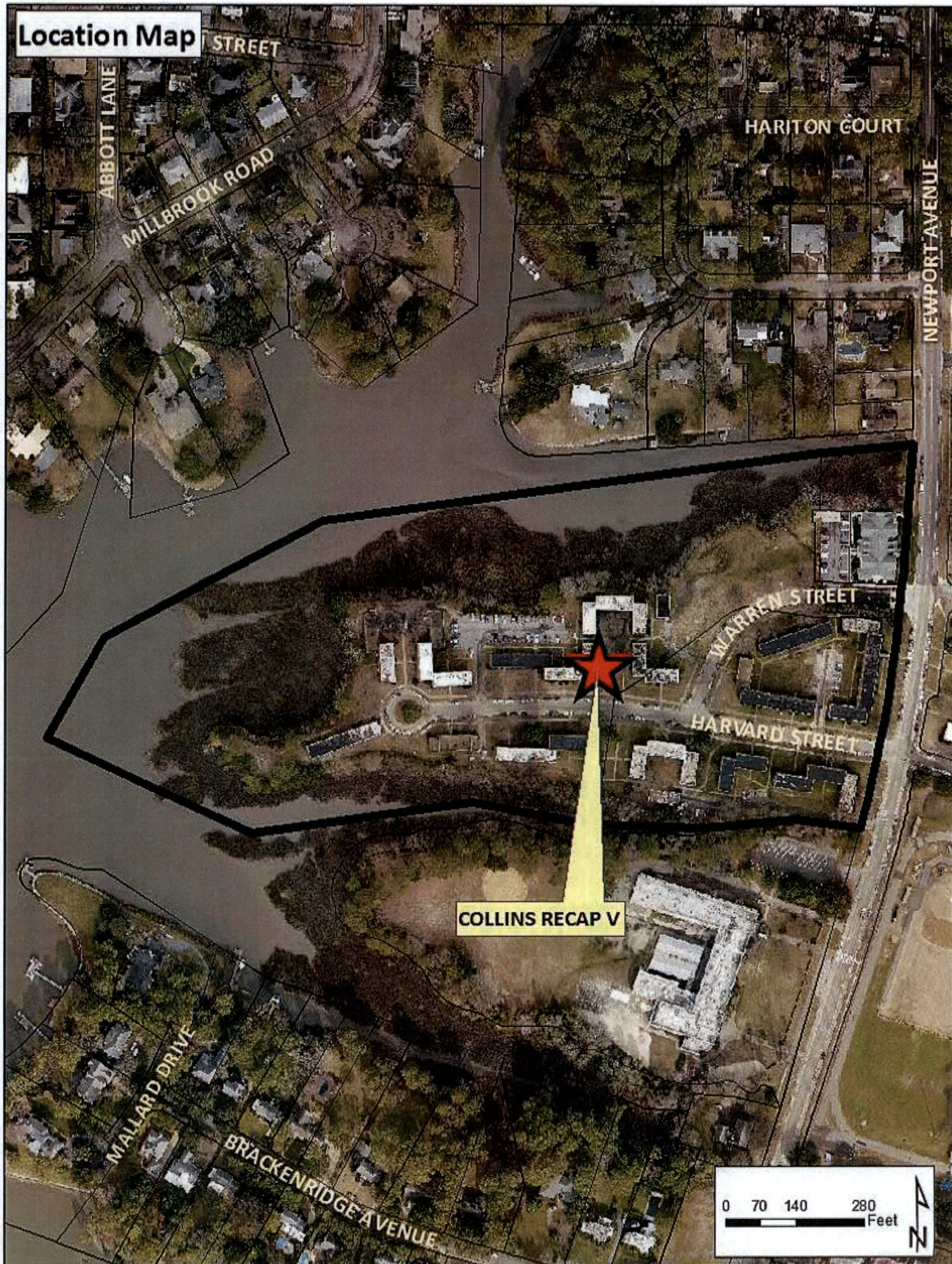
27-30.6 *Landscaping.* A buffer not less than four (4) feet and not more than eight (8) feet in height shall be constructed of fencing or bushes, hedges, or other appropriate greenery along the interior perimeter of the site.

**PD-R – WATERMARK**  
**TABLE 27-30-A – TABLE OF LAND USES**

LAND USES  P = Permitted Use S = Special Exception Use	DISTRICT	COMMENTS
	PD-R Watermark	
<b>RESIDENTIAL USES</b>		
Townhouse	P	
Multi-Family (3–6 units)	P	
Multi-Family (7 or more units)	P	
<b>PUBLIC AND CIVIC USES (Sites &lt; 1 Acre)</b>		
Governmental Operations (non-industrial)	P	
Utility Facility	P	



**Location Map**



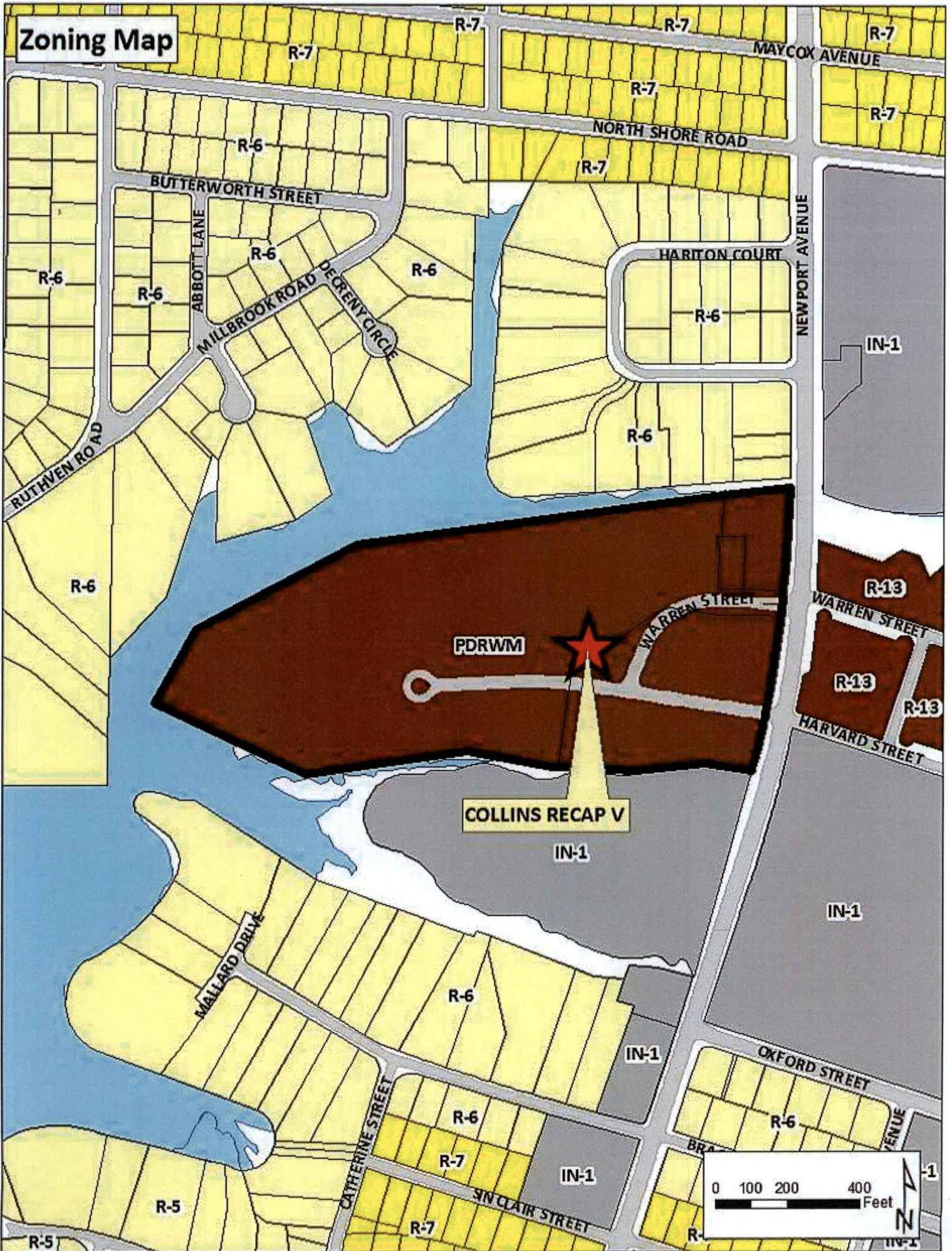
**COLLINS RECAP V**

0 70 140 280 Feet





# Zoning Map







## APPLICATION TEXT AMENDMENT

Date of application: July 14, 2014

### Zoning Ordinance Text Amendment

Amend Section(s) 43,276 & 43,277 & 43,278

Add New Section(s)

### APPLICANT/ PROPERTY OWNER

1. Name of applicant: (Last) Recap V (First) Collins (MI)

Mailing address of applicant (Street/P.O. Box): 200 College Place, suite 110

(City) Norfolk (State) Virginia (Zip Code) 23510

Daytime telephone number of applicant (757) 321-1988 #106 Fax (757) 321-8821

E-mail address of applicant: randerson@collins-llc.com

2. Name of property owner: (Last) same as applicant (First) (MI)

Mailing address of property owner (Street/P.O. box):

(City) (State) (Zip Code)

Daytime telephone number of owner ( ) Fax number ( )

### DESCRIPTION OF AMENDMENT

#### Purpose of Amendment

Revise text of existing PD to accommodate development of final phase consistent with engineered site plan submitted for site plan approval.

### DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

**Text Amendment**  
**Page 2**

**CIVIC LEAGUE INFORMATION**

Civic League contact: Talbot Park Civic League, attn: Jim McDonald

Date(s) contacted:

Ward/Super Ward information: Barclay Winn, Andrew Protogyrou

**REQUIRED ATTACHMENTS**

- ✓ Language for the text amendment (\*see Example attached).
- ✓ Required application fee, **\$420.00** (if check, make payable to Norfolk City Treasurer).
  - Application fee includes a non-refundable \$5 technology surcharge.

**CERTIFICATION:**

**I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:**

Print name: A. Collins Sign: A. Collins / 7/11/14  
(Property Owner or Authorized Agent Signature) (Date)

Print name: A. Collins Sign: A. Collins / 7, 11, 14  
(Applicant or Authorized Agent Signature) (Date)

**DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT**

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)





December 5, 2015

James McDonnell  
President, Talbot Park Civic League  
218 Sinclair Street  
Norfolk, VA 23505

Dear Mr. McDonnell,

The Planning Department has received an application for a zoning text amendment affecting properties located in the Watermark Planned Development District (PD-R WM).

This item is tentatively scheduled for the January 22, 2015 City Planning Commission public hearing.

**Summary**

The zoning text amendment would amend section 27-30, "Watermark Planned Development District (PD-R WM)", to modify site layout and allow additional land uses.

If you would like additional information on the request, you may contact the applicant, Rick Anderson, at (757) 321-1988 x 106 or [randerson@collins-llc.com](mailto:randerson@collins-llc.com), or you may contact me at [ashton.jones@norfolk.gov](mailto:ashton.jones@norfolk.gov) or (757) 664-7470. A copy of the complete application is enclosed.

Sincerely,



Ashton Jones, AICP  
City Planner II

cc: Ray Ransom, Senior Neighborhood Development Specialist  
[carlton.ransom@norfolk.gov](mailto:carlton.ransom@norfolk.gov) or (757) 823-4206

December 5, 2015

Jim English  
President, Wards Corner Civic League  
408 Burleigh Avenue  
Norfolk, VA 23505

Dear Mr. English,

The Planning Department has received an application for a zoning text amendment affecting properties located in the Watermark Planned Development District (PD-R WM).

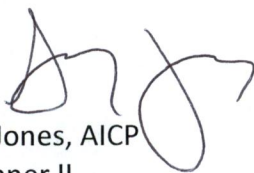
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Sincerely,



Ashton Jones, AICP  
City Planner II

cc: Ray Ransom, Senior Neighborhood Development Specialist  
[carlton.ransom@norfolk.gov](mailto:carlton.ransom@norfolk.gov) or (757) 823-4206

## Jones, Ashton

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**From:** Martin Thomas Jr <martinthomasjr@gmail.com>  
**Sent:** Wednesday, January 21, 2015 10:46 AM  
**To:** Homewood, George; Jones, Ashton; Earl Fraley, Jr.; Andria McClellan; Dr. Dan Neumann MD; Ramona Austin; Matt Hales; Houchins, Nikita  
**Subject:** Fwd: Westport Commons

See below regarding Civic League support regarding the Collins project in Wards Corner.

----- Forwarded message -----

**From:** Ajim English <ajim.english@gmail.com>  
**Date:** Wed, Jan 21, 2015 at 10:38 AM  
**Subject:** Westport Commons  
**To:** Martin Thomas Jr <martinthomasjr@gmail.com>, "James\_McDonnell@navyfederal.org" <James\_McDonnell@navyfederal.org>, Ajim English <ajimenglish@gmail.com>

Dear Martin,

At a joint meeting of the Talbot Park and Wards Corner Civic Leagues last night held at the Fitness and Wellness Center the issue of Mr.

Art Collins, Westport Commons was presented, discussed and voting on by the membership of our two civic leagues.

Following a detailed presentation of all areas of the project by Art Collins and other members of his staff the membership asked questions and discussed the project.

By a joint membership vote of 50 to 3 the project was approved as presented. We understand that if any changes are made to this plan Mr.

Collins must come back to our civic leagues for another approval.

Should you have any questions please let us know.

Thanks,

Jim McDonnell  
President, Talbot Park Civic League

Jim English  
President, Wards Corner Civic League